

Facts About the Advancing Cost Of Paper, Ink and Printing Materials

A Statement to the Buyers of Printing, Engraving, Lithographing, Calendars, Maps, Book Binding, Loose Leaf Supplies and Advertising Novelties, Published by the Leading Establishments and Dealers in Materials of Phoenix.

For several months printers, engravers, lithographers, book binders, calendar manufacturers, and makers of advertising novelties, have been receiving new quotations almost daily, advancing the cost of practically everything entering into the finished product.

This has been especially true of all grades and brands of paper. Paper jobbers have been obliged to raise the price of paper to printers from 50 to 150%. On some papers the new prices are almost prohibitive. Medium and cheaper grades of paper which are used the most, have advanced about 100%.

Canadian and other foreign wood pulp is now used abroad.

The foreign supply of Rags is practically cut off. The domestic supply is greatly reduced because of their use in the manufacture of munitions. To a large extent they are taking the place of raw cotton in the manufacture of explosives.

Bleach is almost impossible to secure at any price.

Dyes for both papers and inks are cut off.

Every other material used in the various branches of printing---ink, type, zinc, copper, steel and other metals, leather, ribbon wire, cloth, gasoline, benzine, and oil---has advanced from 20% to 300% since the beginning of the war.

One of the large paper mills recently furnished the comparison of prices obtaining in 1914 and 1916, which is printed in the box at the right.

Look it over carefully and you will realize why paper is costing more.

Some of the quotations in the table to the right are already obsolete---the market is fluctuating so rapidly---but the table gives a better understanding of the causes for the advances in paper and other supplies which are forcing printers to revise their rates.

Our customers will appreciate the fact that it is our policy to give the most possible for every dollar invested with us, and the increase in our prices will be the least possible, consistent with the condition of the supply market.

Why Paper Prices Have Advanced

The following information, furnished by one of the largest paper making concerns in America, will give you a few reasons for the present advances in paper prices, and consequently in the prices of printed matter.

	1914	1916	We use annually
Alum	.01 lb.	.04 lb.	30 carloads
Bleach	.01 "	.07 "	1500 tons
Aniline	.40 "	20.00 "	Many tons
Casein	.06 1/2 "	.23 "	2000 tons
Satin White, Dry	.05 "	.08 "	2000 tons
Soda Ash	.65 cwt.	1.03 "	10 cars
Bleached Sulphite	2.65 "	4.00 "	25,000 tons
Thirds and Blues	1.35 "	2.35 "	5 tons daily
Magazine Stock	1.00 "	1.35 cwt.	
Rosin	3.75 "	6.50 bbl.	4000 bbls.
Fourdriner Wires	29 sq. ft.	39 sq. ft.	\$30,000 worth
Lumber	13.00 M ft.	18.50 M ft.	5,000,000 ft.
Woolen and cotton goods	advanced 10 per cent.		\$27,000 worth

Materials Used in Printing Advancing in Cost

Practically everything going into the manufacture of printed matter has increased to price from 10 to 50 per cent---inks, owing to the advance in the cost of acids and dyes, from 300 to 3,000 per cent; type, owing to the higher cost of lead, tin and antimony---even the rubber and felt blankets wrapped around the press rollers add their quota to the increased "cost-of-living."

From the Review of Reviews

War Responsible For Rising Cost of Paper

A commodity even so indirectly related to the demands of war as paper is showing the prevailing tendencies to such a degree as seriously to embarrass printers. The higher price for paper has been increasing for six months as a result of general business activity. At the same time, supplies used in its manufacture have been decreased by war conditions, and in some cases have almost been shut off. The supply of old rags is affected by the cutting off of the importations from the European peasantry and by the demand for the making of gun-cotton. The chemicals used in bleaching the paper produced by sulphuric acid and alum are being devoured by the manufacturers of explosives, while importations of jute have fallen off until the price is doubled. An embargo has been placed on shipments of wood pulp from Norway and Sweden, while Canada stopped access to her vast resources some time ago.

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